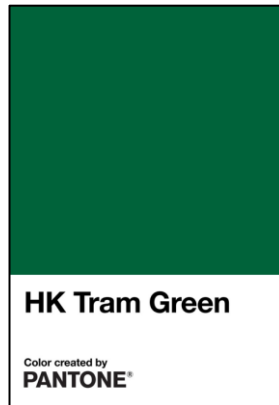


For Immediate Release

A colorful tribute to Hong Kong
“HK Tramways partners with Pantone Color Institute to create a signature green shade inspired by the iconic HK Tram



(Hong Kong, 16 July 2021) HK Tramways (“HKT”) is thrilled to announce their collaboration with Pantone Color Institute to create a new signature green shade that pays tribute to the HK Tram. Since the 1940’s, HKT has started furnishing the bodies of its self-built double-decker tram fleet with the dark green paint left in abundance at the wartimes. After a century of tramcar manufacturing with continuous innovations along the way, the famous green tone has become an icon of Hong Kong and secured its identity globally.

Eager to cheer up the city with the positive energy of the color, Cyril Aubin, Managing Director of HKT, said “I hope this new PANTONE Color can bring delight and inspiration to everyone in the city. We want to send out a message that your support to us counts for making the city proud.”

“We appreciated the opportunity to work with HK Tramways to create a color that could showcase the historical and cultural significance of the HK Tram within Hong Kong,” expressed Laurie Pressman, Vice-President, Pantone Color Institute. “Leveraging the power of color in design to preserve and celebrate the history and heritage of Hong Kong’s rich social and cultural past whilst simultaneously communicating a vision for the future, “**HK Tram Green**” showcases this globally renowned first of its kind mobile landmark as a pleasurable mode of transport, one whose ability to bring all people together nourishes our sense of connection to others and creates a welcoming feeling of community. This unique green shade will be included into a collection of six colors specially selected from the PANTONE Color System.”

Celebrating the announcement of the “**HK Tram Green**”, HKT will join hands with Home and Lifestyle Retailer ISSHO46 to launch the first “HK Collection” with six colors collected from elements of the city, ranging from HK Tram, landmarks to local cultural icons. The collection comprises of loungewear (t-shirt), cup and coaster set will be launched.



According to Pantone Color Institute, this new green shade, “HK Tram Green” is a vivid and verdant deep grassy green that celebrates the heritage and cultural significance of HK Tramways and its unique distinction as a globally recognized iconic mobile landmark.

“HK Tram Green” Color Key Words

- **Sustainability** – To continue its safety and social/environmental commitments that reach beyond the expectations of the 21st century passengers
- **Innovative Mindset/ Open-mindedness** – To exemplify the openness and welcoming spirit of the century-old mobile icon that echoes with Hong Kong people’s creative mindset
- **Lively/ Refreshing/ Natural/ Fertile** – To operate a naturally ventilated transportation with zero roadside emission that inspires relaxation, enabling us to reinvigorate, replenish, alleviate stress and calm the spirit
- **Calming/ Comforting/ Balanced/ Harmonious** – To bring a mindful journey with enlightenment that encourages connection with the community and cultivate our ties to others and the surrounding environment

Further to the Color Chip, HKT is launching a series of city-wide collaborations in celebration of its upcoming 117th anniversary this July. Activations of the Color Chip, including a mall pop-up event, a featured tram wrap and free giveaways, will soon be announced on HKT’s social media.

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About HK Tramways

Hong Kong Tramways, Limited (Tramways) has been serving Hong Kong since 1904 and operates nowadays a fleet of 165 tramcars including 2 antique party tramcars, 1 unique "TramOramic Tour" sightseeing tramcar and 1 unprecedented Tram No.18 which focuses on providing premium social gathering experiences. Tramways is the world's most unique fleet of double-deck tramcars in operation, carrying up to 200,000 passengers every day. It has been keeping up efforts in developing a world-wide recognized icon, while offering the greenest, the most affordable and the most joyful transport mode in Hong Kong.

Tramways is owned by RATP Dev Group.

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About **Pantone** and the **Pantone Color Institute**



Pantone provides a universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools.

The Pantone Color Institute is the business unit within Pantone that highlights the top seasonal runway colors, selects the Pantone Color of the Year, forecasts global color trends, and advises companies on color for product and brand visual identity. Through seasonal trend forecasts, color psychology, and color consulting, the Pantone Color Institute partners with global brands to effectively leverage the power, psychology, and emotion of color in their design strategy.

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About ISSHO46

“ISSHO” means “a lifetime” in Japanese; while “46” indicates a percentage, according to scientific studies, of the part of a life that an average person would have spent staying at home. At ISSHO46, we believe in the importance of this part of your life. Inspired by Japanese culture of respecting and accrediting life and home, we are dedicated to curate home and lifestyle products that speak for uniqueness, quality, well-being and character.

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